

August 2008 Hybrid Market Dashboard

read more online at <http://www.hybridcars.com/market-dashboard.html>

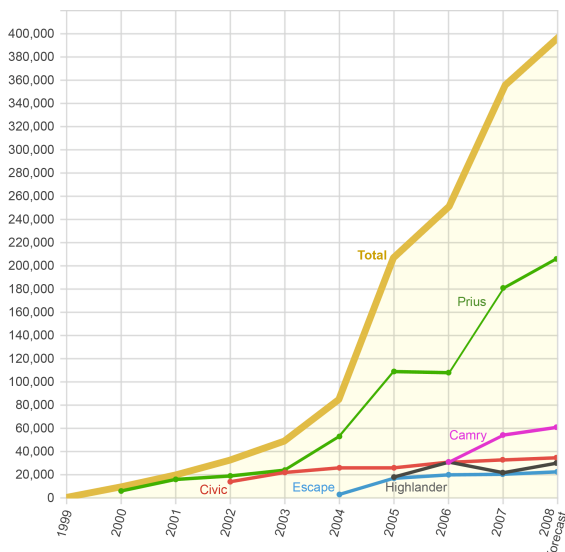
Overview

The auto market's gloom continued last month, although August brought slightly higher overall sales than July. In total, 1.25 million cars and trucks left dealerships in August, a 10 percent increase over the previous month but down 15 percent from August 2007. Car sales were buoyed somewhat by heavy incentives, including fire-sale prices at GM dealerships. In general, the deals were best on the least fuel-efficient vehicles—although some automakers also put cash on the hood of their hybrid models, including the Nissan Altima Hybrid and GMC Yukon Hybrid.

While great deals on conventional vehicles pushed sales up, hybrid sales fell. In August, 26,045 hybrids were sold, accounting for just above 2 percent of all new vehicles. A \$0.25/gallon drop in average gas prices during the month may have been a factor, but the main issue continued to be availability of the most popular hybrid models. With inventories of the Prius and Camry Hybrid largely exhausted, Toyota has been unable to respond to heightened consumer demand for high-efficiency vehicles. As a result, sales of both models still remain below last year's levels, and thin inventories seem likely to continue for the next several months.

Undersupply, lackluster growth, and discouraged buyers will be the themes of the hybrid market this fall. New models, including the Chevrolet Silverado Hybrid and Ford Fusion Hybrid, will enter the market, but sales of these models will be modest in the near term. Things will really get interesting next spring when new models from Honda and Toyota come on the scene. Honda offered a preview last week of its new hybrid vehicle, a second-generation Insight that will offer Prius-like styling and fuel economy at a lower cost. The Insight's launch is planned for April 2009, roughly the same time that Toyota plans to put its next-generation Prius in dealerships. Both vehicles are planned as high-volume models, each selling more than 100,000 units annually in the United States. If high gas prices and consumer interest in fuel economy persist, the new Insight and next-generation Prius will lead a wave of growth for hybrid vehicles in the United States.

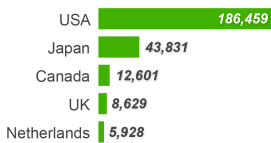
U.S. Hybrid Market Sales (1999 - 2007 with 2008 forecast)



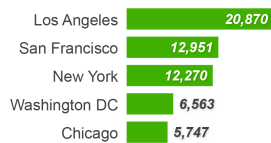
2008 global hybrid registrations



Top 5 global hybrid markets



Top 5 US hybrid markets



SOURCE: R. L. POLK & CO.

"Top 5 global hybrid markets" based on vehicle registrations CYTD June 2008.

and "Top 5 US hybrid markets" based on vehicle registrations CYTD June 2008.

US Sales

Our information is based on hybrid sales as reported by the manufacturers. For each model, this month's sales are shown compared to sales in the previous month and at the same time last year. We also examine hybrid market share by model and manufacturer. The historical sales graph for top-selling hybrid models shows final 2007 volumes with a 2008 forecast.

Hybrids sold in the U.S. (August 2008): **26,045**

US Hybrid Sales for August 2008

Model	Units	vs. 6/08	vs. 7/07
Prius	13,463	-38.2%	-31.3%
Camry	3,456	30.7%	-19.3%
Highlander	1,227	-10.5%	224.6%
RX400h	1,277	-11.3%	9.0%
LS600hL	71	-14.5%	-73.4%
GS450h	35	-12.5%	-73.1%
Civic	3,105	-9.7%	47.7%
Accord	2	-33.3%	-99.3%
Escape	1,155	14.2%	-24.8%
Mariner	183	-28.0%	-38.4%
Yukon	267	85.4%	n/a
Malibu	388	11.2%	n/a
Vue	417	15.2%	193.7%
Tahoe	530	155.9%	n/a
Aura	26	-10.3%	-74.8%
Altima	442	-38.2%	-31.3%
Escalade	1	n/a	n/a
All hybrids	26,045	-3.1%	2.6%
All vehicles	1,249,976	10.0%	-15.5%

Regional Data

We present the data in two ways. First, we list the cities and states that boast the largest numbers of new hybrids on their roads within the past year. Second, we adjust for population and look at hybrids per person (in states) or per household (in metro areas). This lets us include cities like Portland, OR: a city that has fewer overall vehicles (and thus fewer hybrids) but has more hybrids per capita than anywhere else.

States with the Most Hybrid Sales

Rank	State	New Hybrids*
1	California	46,821
2	New York	10,339
3	Florida	9,948
4	Texas	9,706
5	Illinois	7,218

Most Popular States for Hybrids

Rank	State	New Hybrids per 1000 residents*
1	California	1.296
2	Washington, DC	1.288
3	Oregon	1.004
4	Washington	0.996
5	Arizona	0.946
U.S. State Average		0.583

Cities with the Most Hybrid Sales

Rank	Metropolitan Area	New Hybrids*
1	Los Angeles	20,870
2	San Francisco	12,951
3	New York	12,270
4	Washington DC	6,563
5	Chicago	5,747

Most Popular Cities for Hybrids

Rank	Metropolitan Area	New Hybrids per 1000 residents*
1	Portland, OR	7.653
2	San Francisco	5.498
3	Monterey, CA	4.439
4	Santa Barbara	4.365
5	San Diego	4.038
U.S. Metro Area Average		1.292

*Registrations CYTD June 2008

U.S. Hybrid Sales for August 2008 by Manufacturer and Model

